

Walk4Life the Hove way

1 October, 2010 - 5:18 pm

Sunday morning in Hove is generally predictable: a run to the end of the pier and back; collecting the papers on the way in; breakfast; fresh ground coffee then MOTD (repeat).



Last weekend though we took a break from the usual routine. In bright sunshine we joined 200 other Hovians on the seafront lawns for the 2 mile Walk4Life challenge.




We joined: the elderly; the disadvantaged; families of 4 generations; four legged companions and even the disabled – an interesting collection of colourful people. All of them up for the challenge and decked out in yellow.



Categories

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Archives

October 2010
September 2010
August 2010
July 2010
June 2010
May 2010
April 2010
March 2010
February 2010
January 2010
December 2009
November 2009
October 2009
September 2009
August 2009
July 2009
June 2009
May 2009
April 2009
March 2009
February 2009
January 2009
December 2008
November 2008
October 2008
September 2008
August 2008
July 2008
June 2008
May 2008
April 2008



ITV buzzed here and there catching sound bites and the disruption to the otherwise tranquil seafront façade. Then we were off. A ribbon of yellow trailing along the seafront an up to Madeira Drive.



March 2008
February 2008
January 2008
December 2007
November 2007
October 2007
September 2007

Recent Posts

Walk4Life the Hove way
Branding entertainment
from East to West
Advertising, it's a
funny business
The Big Society, Big
Changes,
Big Opportunities
Think outside
the matchbox



We were walking back to The Pavilion and I was about to ask if it was all worth it when we passed somewhat rotund teen, with his mum on one side and his gran on the other. “You’ve achieved something today” his mum said, “Well done” said his gran and his wee face beamed.

The sun went in at midday but for that kid it stayed shining.

It was worth it.

By [dannym23red](#) | Posted in [ideas](#) | Tags: [23red](#), [4 legs](#), [behaviour change](#), [change4life](#), [hovians](#), [ITV](#), [Partnership marketing](#), [walk4life](#) | [Leave a Comment](#)

Branding entertainment from East to West

6 September, 2010 - 8:34 am

Last month the marketing colossus that is *Unilever* announced a new campaign that caught my eye. *Unilever* created a whole series of advertisements in the style of the magnificent TV show ***Mad Men***.



The ads themselves broadcast during episodes of the fourth season, currently airing in the US. Here are two of the three that have been broadcast so far:

Quite intriguing I'm sure you'll agree, but whether they were successful at engaging with TV viewers is something that is up for debate. Reactions to the ads have been mixed, with some enjoying the old style and the way they bring the *Mad Men* show to reality – but most have been less than complimentary.

The official *SmithWinterMitchell* Agency's (a parody of the agency in *Mad Men*) **Youtube channel** which hosts the commercials has only had around 2,500 hits since launch – indicating that this campaign has not created the excitement and buzz that was no doubt forecasted.

Despite this, the positive comments about the ads praise the fact that they stop viewers fast-forwarding through adverts as they think the show has restarted, which makes this kind of advertising certainly something not to turn your nose up at. However, the majority of reactions described the adverts as 'trite', 'unsophisticated', and 'lacking substance'. They have even been referred to as 'Fake Mad Men'.

The reactions made me wonder if this kind of campaign could ever really work, and a little snooping led me to an extremely popular branded Chinese TV show (also a Unilever creation) called ***Ugly Wudi***.

I caught up with **Lucy Luo** – former account manager, of our Chinese sister agency **WE Marketing Group (Shanghai)** to find out more:





So Lucy, what is *Ugly Wudi*?

Ugly Wudi is a comedy TV show in China, which is adapted from the popular US TV drama *Ugly Betty*. It is a localised branded entertainment production based on the reality of young urban peoples' lives.



The Chinese version differs from the US version as the brands within the show are mostly Unilever's Fast Moving Consumer Goods (FMCG) as opposed to the fashionable luxury brands found in *Ugly Betty*.

How popular is the show in China?

The audience of the show are in their 30's, living in urban dwellings and working in offices. FMCG brands are more relevant to this new generation. The show itself is a great example of branded entertainment as it truly engages with the target audience and research has shown that it is far more effective than 30 second TV commercials.

What is regarded as successful branded entertainment in china?

Branded entertainment is not only about placing products and big logos in front of the camera, there also needs to be a well planned story throughout to let the audience know what the products are, brand names/logos, as well as the brands' personalities.



For example, Lipton Tea is a popular choice for Chinese female office workers. In the show, information about the product can be seamlessly and repeatedly intertwined into the office storyline. The information is then accepted well by viewers, thus as a result 'how about having a tea with Lipton tea bag?' appears in the mind of those working in real offices during the day.

Why is this type of marketing so effective in China but not in the West?

Culturally speaking, Chinese appreciate one authority voice rather than trying to be different. In China TV plays an extremely dominant role in providing direction to the lives of normal people, much more than radio listening or reading magazines. TV is a key authority voice within the largest group of consumers, i.e. those who buy FMCG brands.

In recent years, the effectiveness of 30 second TV commercials has declined rapidly in China, due to the rise of new technology in media and the younger Chinese generation becoming more independent and developing greater individual needs. Well thought out branded entertainment is seen as a stronger authority voice in influencing lifestyle choices as most Chinese feel more comfortable and trusting towards this style of communication.

Has the influx of Western culture led to a rise in this type of TV advertising?

China has a special background due to historical and political reasons, which meant the domestic market did not link with the global market until the late 1980s. At that time Chinese people in big cities were suddenly faced with more choices than ever before with both local and international branded commodities.



Nowadays China is famous for its rapid development, but despite this the market as well its consumers are still not that sophisticated, which means post-Fordism marketing tools like branded entertainment work very well in the country.

There is no doubt that the contemporary consumer culture in China has indeed been strongly Americanized as a result of both commercial and cultural imports. Unilever's recent soap drama series called 'Unbeatable' is a good example of this.



The show integrates the American 'Sex & the City' lifestyle with the shampoo brand 'Clear' and these types of campaign are becoming more and more popular as the urbanization of China continues.

By [Daniel Gilroy](#) | Posted in [pop culture](#) | Tags: [brand conversations](#), [Branded entertainment](#), [China](#), [mad men](#), [ugly wudi](#), [we marketing](#) | [Leave a Comment](#)

Advertising, it's a funny business

23 August, 2010 - 2:32 pm

With the end of this year's Edinburgh Fringe Festival I thought we'd have a look at humour.

Humour and advertising have always gone hand-in-hand. Indeed, many stand-ups define themselves and their careers by an association with a brand.

Harry Enfield advertised lots of brands including Worthington's beer, Dime bar and Tefal (He also wrote a sketch **"The Yorkshire Creative Director"** based on a creative team's account of the notorious Ex-Ogilvy CD, Alan Midgely).



Paul Whitehouse is reaching funny saturation point with his not so witty performances for Aviva insurance.

Omid Djalili is currently trying to persuade us to get a better insurance quote through moneysupermarket.com

Peter Kay even helped TBWA London scoop a clutch of gongs for his no nonsense John Smith's character.

The list goes on and on, way back to the days of good ol' Griff and Jones or even the Python boys.

The truth is, the stand-up's performances usually spark the creative's brains and scripts are written and presented as solutions to a client's problem.

All good and well, but eventually the belly laughs stop and the brand suffers (are you listening Aviva?).

A far more successful way of injecting humour into advertising is to leave it up to the creatives to think up something bespoke for the brand. Classic examples are

Heineken, Hamlet and John West.





The reason this is a more successful approach is due, in part, to insights and observations about the brand and the target audience. This leads to original, relevant and long-lasting moments of mirth.

Humour also features heavily in copy, headlines and radio scripts. The latter being a particularly rich media for funniness. My personal favourite radio ads are this one for **Philips** and this one for **Heineken**.

As for funny headlines, this becomes more like writing a one-liner. Take a look at this year's Fringe top 10 one-liners and you'll see what I mean.

- Tim Vine "I've just been on a once-in-a-lifetime holiday. I'll tell you what, never again."
- David Gibson "I'm currently dating a couple of anorexics. Two birds, one stone."
- Emo Philips "I picked up a hitch hiker. You've got to when you hit them."
- Jack Whitehall "I bought one of those anti-bullying wristbands when they first came out. I say 'bought', I actually stole it off a short, fat ginger kid."
- Gary Delaney "As a kid I was made to walk the plank. We couldn't afford a dog."
- John Bishop "Being an England supporter is like being the over-optimistic parents of the fat kid on sports day."
- Bo Burnham "What do you call a kid with no arms and an eyepatch? Names."
- Gary Delaney "Dave drowned. So at the funeral we got him a wreath in the shape of a lifebelt. Well, it's what he would have wanted."
- Robert White "For Vanessa Feltz, life is like a box of chocolates: Empty."
- Gareth Richards "Wooden spoons are great. You can either use them to prepare food. Or, if you can't be bothered with that, just write a number on one and walk into a pub..."

Everyone's heard the anecdote 'Sex sells'. What sells more is 'Funny'. Humour is something a confident agency sells, a brave client buys and a consumer talks about.

Crack that little equation and everyone is laughing.

By [robs23red](#) | Posted in [trends](#) | [Leave a Comment](#)

The Big Society, Big Changes, Big Opportunities

21 July, 2010 - 12:33 pm

This week David Cameron launched the Big Society. Danny Masting, one of our senior planners with extensive public sector experience, has already had some thoughts on how this new approach will impact on society.

The new Coalition has inherited what can only be described as a dysfunctional family situation: the worst youth unemployment levels for two generations. An obesity time bomb. Teachers showing children how to use a knife and fork.





At the Department for Children, Schools & Families, the colourful rainbow and toy trains signage have been replaced by the more business-like Department for Education branding. Gone too, is the notion of the state being responsible for raising the nation's children.

So where does the new Government stand on the issue of raising children? And what does this mean for Government-led campaigns targeting families?

The Coalition's commitment to building and supporting families is well publicised: "To make Britain the most family-friendly country in Europe". Tabloid journalists have playfully suggested politicians follow their leader by 'hugging hoodies' but looking at the manifesto reveals a more at-arms-length approach.



Giving children and their parents more say in how their schools are run is core foundation of The Coalition's education policy. The centralised approach a generation has grown use to will be replaced by a more collaborative way of working where pupils will not only have a voice, but ways of contributing to the governance of their schools. However, children expecting a loose reign are in for a shock: teachers will be backed with rule changes to help administer class discipline more vigorously, and community neighbours encouraged to take a more active public parenting role. If that isn't enough, the Government will trial a National Citizen Service with 16 year olds where they will be trained about eventually becoming responsible adults.

Outside school, the Government is focusing on supporting the family unit and the parenting role. Does the Coalition have all the answers? Not yet - talk of 'finding a new way to support families with multiple problems' hints at having some way to go. But one thing is clear: the responsibility is not Government's.

Children will - as children do - adapt to this new/old approach to being raised, yet their parents are likely to struggle. This generation grew up under New Labour and the Nanny State, and they assume schools will keep their kids active, the police will tell them when to go home, GPs will tell them not to drink. Yet undeniably, the parents have the most influence over their children. They should define the boundaries, pass on skills and attitudes and are irreplaceable role models - good or bad.





At **23red** we experience daily the challenge of actually engaging this audience through campaigns such as **Change4Life**. We're already adapting to the way these campaigns are delivered. The emphasis is shifting from autocratic messaging to more collaborative approaches involving the organisations that help these parents: key workers, youth leaders and charities.

By being engaged in Government campaigns we believe getting into the community, and getting to know the community is key. In doing this we become more versatile and insightful which leads to better use of existing resources. The Governments view is we are all part of The BIG Society, which means agencies are expected to step up, step out and make a bigger contribution too.

To find out more about our opinions on the Big Society and how it will impact on society, marketing and agencies, get in touch - danny.masting@23red.com

By [robs23red](#) | Posted in [trends](#) | [Leave a Comment](#)

Think outside the matchbox

8 July, 2010 - 10:22 am

Life at 23red is driven by producing outstanding solutions to briefs. But challenges do not come much tougher than our very own in-house 'creative challenges'. These take the form of a widely distributed, simple creative brief that requires a solution. All of the 23red staff from Finance to Account Managers and beyond are encouraged to enter a solution to the brief.

The very simple brief this time was to think outside the matchbox and turn a matchbox into something new. Entries were varied and caused a stir when they started popping up around the studio. Some produced stunning environments for their creations, while others planted a seed in the mind. All were simply fantastic and showed the wealth of creativity ingrained the whole 23red team. I'm very much looking forward to setting the next challenge. Here are a few examples of what was created.



By [robgarner23red](#) | Posted in [ideas](#), [we made this](#) | [Comments \(1\)](#)

Is the circle now complete?

29 June, 2010 - 4:50 pm

On 22nd Jan 1984 Apple Inc produced what for many was a milestone in brand positioning and advertising. Apple's "1984" ad was as audacious as it was creative, it is now an archive classic and is high on the list in advertisings 'hall of fame'.

In what is widely acclaimed to be one of the best ad's ever made Apple parodied George Orwell's novel, 1984 which was based around a dystopian future ruled by a televised 'big brother' which was chosen to symbolise IBM. The ad, directed by Ridley Scott depicts a suppressed rank and file audience being presented to by a speaker evangelising the benefits of the 'unification of thought'. A sports clad heroine, representing Apple, rescues humanity, by smashing the broadcast with a hammer thereby releasing the audience from their trance.

Apple broadcast the commercial in selected cinemas on the run up to the Superbowl, then showed their ad "1984", taking the entire middle advertising break. They showed it just once, but that is all that was needed. This ad spot attracts the most ratings of any commercial broadcast in the USA and word-of-mouth was sufficient to take the message around the world. In this way Apple launched its first consumer personal computer, the Mackintosh and positioned itself as the ultimate challenger brand.

Apple has retained the spirit of a challenger brand for nearly 25 years. During the early 90's their campaigns used the proposition 'Power to be your Best' which evolved into 'Think Different', a theme which embraces the belief among Apple loyalists that they were somehow different, swimming against the mainstream. Apple captured the idea that IT brands could have personality and that using their products would allow you to stand apart.

The circle though now seems to be complete.

Review if you will this weeks launch of the iphone 4G. Jobs lacked his usual sprightly candour; the cosy informality of a campus lecture hall filled with people who 'Think Different' was replaced with an auditorium of 2000 people who think the same; sitting in rank and file; clad in white sneakers; blue denim; black roll neck tops; each clutching an iphone in their left hand and a Macbook in their right. The screen came to life and the presentation began... and all of a sudden we were back in "1984", only this time the roles were reversed. Apple Inc stood bold and proud where previously IBM had been but this time nobody came to rescue the acolytes who were busy murmuring their soft approval and stroking their shining pixilated screens.

Is this the moment that 25 years of brand equity was cashed in for shareholder value?

Apple for so long the challenger brand has now overtaken its competitors to become the world's biggest IT company by market value, eclipsing Microsoft for the first time since 1989, and even Google! (NASDAQ 28th May '10)

Apple Inc is not accustomed to being No1. As anyone who occupies such a revered status will tell you acting as the leader and not the challenger carries certain baggage which can restrict and inhibit as much as it stimulates and open doors. Will a new contender emerge to take the place that Apple vacated? Perhaps an old adversary will return? Android certainly seems well positioned to take a chunk out of the iphone market, HTC and Google Nexus are already snapping at Apples heels and are uncomfortably close. With Nokia choosing to support Android too and app development catching up it will become increasingly difficult to differentiate the iphone. Will it's beautiful aesthetics and precision lines be enough to keep Apple ahead? My guess is it will take something more.

While the differences in hardware are becoming more difficult to discern Apple does retain a good deal of separation from it's competition when it comes to providing a complete 'lifestyle' package which extends across technologies. The istore, macbook, ipad, ipod and iphone are formidable, and it is unlikely that Microsoft, Google, Android, Spotify and HTC will be able to coordinate themselves to create something as cohesive.

Steve Jobs sees Apple as a mobile device company now which should gives us clues for what to expect from Apple in the future. Apple's success in the SMART phone market has been incredible in the US and Europe. It's price premium though means it will never be a large player in the large volume markets like India, China and Asia in general. Its global share of the SMART phone category is only 16.1%, some distance behind Nokia who lead with a commanding 39% share. New entrant HTC already has 4.8% of the market. (IDC data Q1 2010)

For me, the veneer has gone. 99p a song versus amazons 39p made me take notice. A free app versus a £3.99 made me animated. The thing though that got me were the *idisciples* which awoke in me a fierce desire to retain a sense of individualism and freedom of choice.

As a brand man it is fascinating to watch it unfold.

by Danny@23red

Sent from my HTC.



By [dannym23red](#) | Posted in [digital](#), [ideas](#) | Tags: [1984](#), [android](#), [challenger](#), [HTC](#), [iPhone](#), [iphone 4](#), [steve jobs](#) | [Leave a Comment](#)

Please drink irresponsibly

8 June, 2010 - 10:17 am



Keeping with the Chinese theme, last week a new ad campaign was launched promoting one of China's most famous alcoholic beverages: Tsingtao beer. The campaign primarily targets tourists visiting Shanghai for the Expo and has the slogan 'Drink Tsingtao, Understand China'.

English is the dominant language within the poster ads (which is extremely unusual for domestic advertising) but it's the message that grabs the eye.

To a Western mind these posters may seem to be encouraging excessive drinking, and would no doubt horrify anti-drink campaigners. So you may be asking, why have they been allowed to go print? The answer is because, whether it be doing business or socialising with friends, alcohol consumption plays a very important role within Chinese society.

This campaign does a rather nice job of portraying the key principal of the drinking culture in China – having fun! It perfectly highlights how Chinese attitudes towards drinking are a world away from those here in the UK.

By [Daniel Gilroy](#) | Posted in [pop culture](#), [trends](#) | Tags: [alcohol advertising](#), [China](#), [posters](#), [tsingtao beer](#) | [Leave a Comment](#)

All hail the new i... 'Ped'?

1 June, 2010 - 11:51 am



No, it's not a typo – the 'iPed' is in fact the latest in a long line of imitations aka 'clones' to be

created in China. A brisk walk around Shanghai's city centre will open your eyes to the incredible number and diversity of imitations that are around today in modern China. They range from Sony cameras, to Nokia phones, to Mercedes Benz cars.

Over the bank holiday weekend, the iPed made enough noise to rival that of the iPad itself. The original **Japanese TV News report** demonstrating the device (pictured above) was cited by numerous journalists, bloggers and tweeters from around the world.

The new iPad clone is pretty special. Firstly, because of how quickly it reached the market and secondly because it only costs £72 (730 RMB) to buy, compared to the £429 iPad. Without wanting to get too technical, the iPed comes in an almost identical box to the iPad, but the interface is quite different and its hardware is substantially weaker. Yet, it runs on an Android operating system, supports more file types and can even do a few fancy things that the iPad cannot.

So will people buy it? Well, Chinese citizens had to wait 2 years until after its US release date to purchase an iPhone in China. So chances are the iPed will be lapped up by those who can afford it.

The worldwide coverage of the iPed however, may be a cause for concern for the Chinese as the rest of the world is further exposed to, what some have described as, China's 'blatant infringements' of Intellectual Property rights.

It will no doubt alarm those Western brands currently looking to break into the growing Chinese market and it will be interesting to see what action, if any, will be taken against clones like the iPed in the near future.

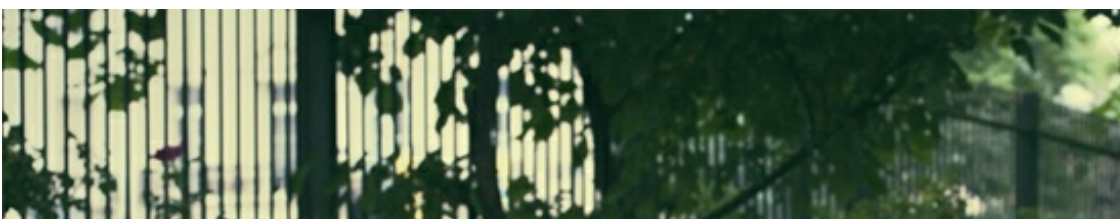
In the meantime though, whilst cloning is still rife here are some images of my favourite Chinese imitations: the 'Lifan 320' (China's answer to the Mini Cooper) the 'Polystation 3', and 'Goojie.com'. Lovely.



By *Daniel Gilroy* | Posted in *digital, pop culture, trends* | Tags: *android, Apad, apple, China, clone, imitations, intellectual property, Ipad, iped* | [Leave a Comment](#)

Dead funny

27 May, 2010 - 12:58 pm





Lurzer's Archive print ad of the week is RKCR/Y&R London's ad for Shock & Soul Vintage Clothing. Made me laugh. A lot.

By [Tristan](#) | Posted in [ideas](#) | [Leave a Comment](#)

PAC it in Google

25 May, 2010 - 8:57 am

At [23red](#) we provide all our clients with great value for money. Indeed, all our time is managed and monitored to prevent costs spiralling out of control.

So when Google decided to turn its logo into a 256-level game of [Pac-Man](#) to celebrate the game's 30th anniversary, we can categorically deny that any of [23red's](#) employees were involved in the 4,819,352 combined hours spent playing the game.



Some boffin somewhere (with equally nothing better to do with his or her time) has calculated Google's homage to the 80's arcade favourite may have cost the global economy a staggering \$120,483,800 in just two days.

For those of you interested in how they worked this out, here's the science bit:

This weekend, we took a hard look at Pac-Man D-Day and compared it with previous Fridays (before and after Google's recent redesign) and found some noticeable differences. We took a random subset of our users (about 11,000 people spending about 3 million seconds on Google that day) The average user spent 36 seconds MORE on Google.com on Friday. [...]

If we take Wolfram Alpha at its word, Google had about 504,703,000 unique visitors on May 23. If we assume that our userbase is representative, that means:

- Google Pac-Man consumed 4,819,352 hours of time (beyond the 33.6m daily man hours of attention that Google Search gets in a given day)
- \$120,483,800 is the dollar tally, If the average Google user has a COST of \$25/hr (note that cost is 1.3 – 2.0 X pay rate).
- For that same cost, you could hire all 19,835 google employees, from Larry and Sergey down to their janitors, and get 6 weeks of their time. Imagine what you could build with that army of man power.
- \$298,803,988 is the dollar tally if all of the Pac-Man players had an approximate cost of the average Google employee.

Personally, I'm waiting for Google to build the Super Mario Bros version the year after next ...bagsy being Luigi!

By [robs23red](#) | Posted in [digital](#) | [Leave a Comment](#)

Amazing Samsung 3D projection mapping

25 May, 2010 - 8:05 am

In comparison to my usual posts, I am going to keep this quite short. Just watch this amazing video and prepare to be really impressed.

Samsung is promoting its new range of 3D televisions and one their key promotional activities has been to launch a series of 3D projection mapping installations. This one in Amsterdam is really something.

Enjoy!

By *Emma-Paola* | Posted in *ideas* | [Leave a Comment](#)

Social media meets human rights

21 May, 2010 - 11:54 am

In a bid to drive awareness of the terrible atrocities of world totalitarian regimes, Amnesty International have created 'Tyrannybook'. A parody of Facebook which uses social media to build a community of people supporting the the fight against violations of human rights. Going beyond a general awareness campaign the site is dedicated to the surveillance of global dictators allowing users to keep track of latest developments, such as status updates on the Karadzic trial and engage with other users on these political issues.

Using the successful principles of Facebook, it is a really unique way for a charity to get public support for an important cause. My only concern is the nature of the issue...Political dictatorships are a sensitive matter and whilst I am passionate about politics and strongly against violations of human rights...I must question if social networking is the right channel for this particular message. Comparing different regimes like-for-like is dangerous territory... particularly with so many present diplomatic relations hanging on a thin thread. Furthermore, the very nature of a social networking being open and transparent leads me to believe that there will always be those who abuse the site, despite the charity's good intentions.

Despite my reservations, it is still a really interesting example of how the power of talk and interaction is a great tool to drive a message forwards (if done in the right way of course...). So much so, that the site received well over 2 million visitors. Unfortunately this also put an enormous strain on the technical / resource capabilities of this charity, forcing them to de-activate the site temporarily.

For those who have not been able to see this site, you can watch the short video on YouTube.

By [Emma-Paola](#) | Posted in [ideas](#) | [Leave a Comment](#)

When I'm 64...(or 65?)

21 May, 2010 - 8:34 am

Pensions – pretty sexy hey?!

Knowing that we are working for the Personal Accounts Delivery Authority (PADA) on their new pension product NEST (National Employers Saving Trust) these press ads from Standard Life caught my eye and I like their original take on the narcolepsy-inducing world of personal pensions.

When you read these ads you realise just how ridiculous they sound. I know some people don't have to worry about pensions but it's probably a lot to do with luck and not a situation that many of us are in.

It also makes you think 'I better start making plans' because I'm not married to someone like Philip Green and neither do my half-eaten sandwiches go for large sums on Ebay.

You could argue that the millionaire's wife and artist do need pensions though as you never know what the future holds. The divorce payments may dry up or critics may decide that your work is no longer as valuable... (or maybe I'm just jealous?)

Have a look at the work some of us have been doing recently to create a name, brand and identity for a pension product designed for low to medium income earners – www.nestpensions.org.uk – and see if this inspires you to take action.

Having said all that though I'm STILL not sure what to do about my pension...

By [denise](#) | Posted in [ideas](#) | [Leave a Comment](#)

The Chinese take away 23red's Brand Platforms

19 May, 2010 - 1:40 pm

23red's ambition for advertising world dominance has taken a huge step forward this week. Sean Kinmont (Creative Director/Partner) and Carol Stickler (Board Planning Director) are currently in China as part of a week-long trade mission by the IPA and UK Trade and Investment (UKTI).



The mission is to hold a series of creative workshops during the Shanghai Expo with Chinese brand owners. 23red and other agencies including M&C Saatchi, Euro RSCG, McCann Erickson and the Ogilvy Group will explore international and national image perceptions of Chinese brands with the potential to achieve consumer acceptance globally.

A list of 100 Chinese consumer brands has been created consisting of financial services, automotive, FMCG, fashion, health, beauty and the creative industries.

The creative workshop will be promoting the world-class reputation of the UK advertising sector as part of the UK creative industries' initiative linked to the UK Pavilion, Shanghai Expo.



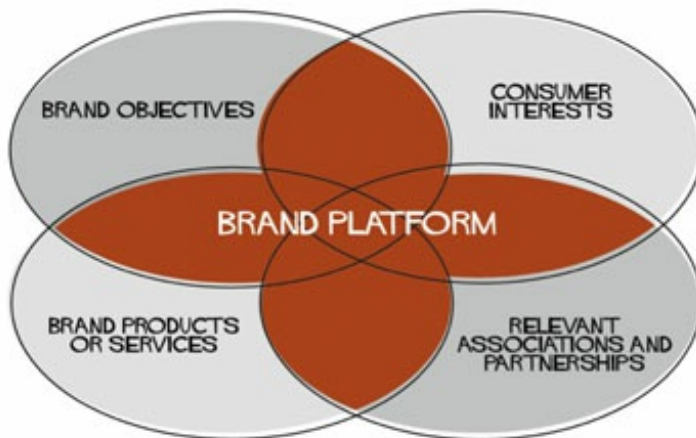
As part of the 'UK as a centre for creative excellence' conference, Sean and Carol will be wooing the delegates with 23red's unique approach to connecting consumers with brands. Their presentation is entitled 'Beyond Advertising'.



In front of hundreds of chinese CEOs, COOs and MDs the presentation aims to convince potential chinese brands that traditional awareness advertising just isn't enough to make European consumers buy into a new brand.

23red will explain how something we call a 'Brand Platform' is a far more effective way for a brand to become part of consumers' conversations.

*What's a **BRAND PLATFORM** and how do we build one?*



我们在它们相交集的特殊区域上构建品牌平台。

Initial feedback based on 'Tweets' from the adworkschina twitter page have been very positive. 23red's approach has certainly got people talking.

The conference presentation was followed by a day of face-to-face meetings where Sean and Carol held more in depth discussions with potential new clients looking to find opportunities in the UK and Europe.

When Sean and Carol haven't been busy brokering deals and getting to grips with Chinese business protocol, they have had the chance to sample some of China's other wonders including deep fried duck tongue, emryonic egg and the top 10 traditional chinese flute hits.



I'm sure there'll be more to come from Sean and Carol as they arrive in Shanghai by train from Nangjin.

By [robs23red](#) | Posted in [ideas](#) | [Leave a Comment](#)

Beauty is in the eye of Roger Deakins

18 May, 2010 - 5:57 pm

I finally sat down recently to watch Sam Mendes' heartfelt but thoroughly depressing Revolutionary Road. While it might have been utterly miserable (Roger Egbert's review says something like: "the American Dream awakened by a nightmare") I found myself struck by the sheer beauty of the cinematography. The framing and use of lighting, the pastel shades and desaturated hues all reminded me of old 50's postcards and the whole movie was drenched in a sort of melancholic nostalgia that made it utterly captivating to watch.





Still awake for the credits (unlike my companion) I wasn't surprised to see that it was lensed by frequent Academy Award nominee Roger Deakins (8 at last count!). I remember being completely blown away by his photography for *No Country For Old Men*. In fact, he's shot just about every American cinematic piece of eye candy for years, including *The Shawshank Redemption* and *Fargo*. Without getting into too much hero worship, here's a few of my favourite scenes that feature life as seen through the lens of genius.

Llewelyn Moss discovers the aftermath of a drug deal gone wrong in *No Country*...



Jarhead's burning Iraqi oil fields...



And that strange Busby Berkeley bowling dream sequence from *The Big Lebowski*.





You could watch them all with the sound down – every frame is like an amazing still photograph. Rock on Roger.

By [Tristan](#) | Posted in [pop culture](#) | Tags: [23red](#), [Cinematography](#), [Roger Deakins](#) | [Leave a Comment](#)

The Google job experiment

17 May, 2010 - 2:45 pm

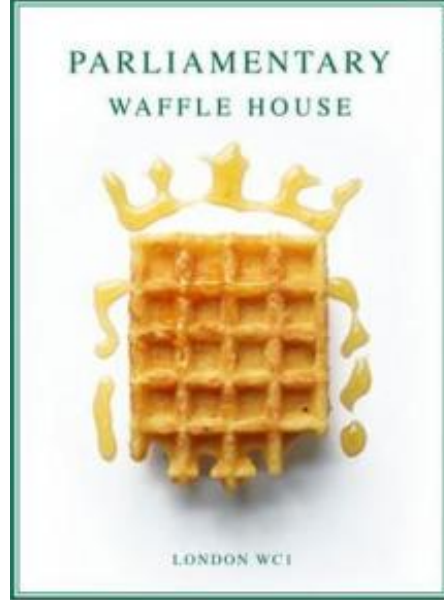


This rather clever chap has used Google Adwords to get himself a very cosy job at a top creative agency in New York. Check it out:

By [Daniel Gilroy](#) | Posted in [ideas](#) | Tags: [Agency](#), [Creative](#), [Google Adwords](#), [Jobs in Marketing](#) | [Leave a Comment](#)

Real Life Willy Wonkas

5 May, 2010 - 9:14 am



Whilst out and about during bank holiday, I stumbled across this pop up election themed waffle house. To be honest, it was the sight of a table tennis table in the front window that drew me in initially, but the place is pretty cool all round. The main attraction is the political party themed waffles - Waffle with blueberries is the Conservative option, the Labour option is strawberries and the Lib Dem waffle is accompanied with bananas. There is also a Prescott's Punch drink on offer and a replica of the Gerkin made out of biscuits! Fittingly, they are open all night during the vote count tomorrow, and activities will include politically themed pinatas.

The store is the brainchild of a strange duo, Bompas and Parr, whose main line of work seems to be creating madcap food and drink events. They have created "architectural jellies", a "scratch and sniff" cinema and a room filled with breathable booze - which sounds both amazing and rather scary - Breathe Responsibly!



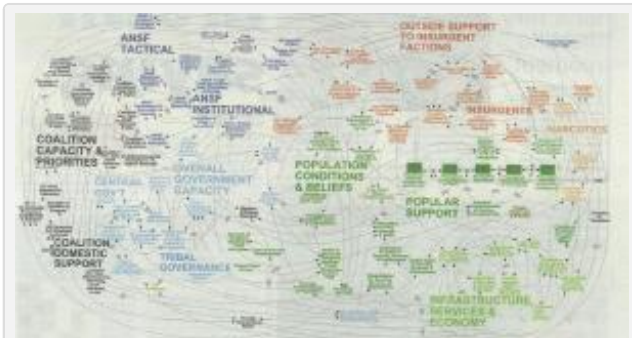
By [lauren](#) | Posted in [ideas](#) | [Leave a Comment](#)

Information Attacks

29 April, 2010 - 9:43 am

I don't blog for nearly year, and now you've got me rattling on twice in one week! But as a fan of *The Thick of It* and *In the Loop*, I just thought a piece in this morning's Metro about the US Army was a real peach, although I'm not sure of its veracity.

The following diagram catchily titled "Afghanistan Stability/COIN Dynamics" is supposed to ...well I'm not quite sure what it is supposed to do - give an overview of the various factors at play in the Afghanistan conflict I guess.



You can click on the diagram to make it bigger, but it will still be as clear as mud!

The humour is in the fact that you can kind of see what they were trying to do, but you can't really shoehorn such complex information into a diagram. The article quotes a Brig Gen HR McMaster as saying "Some problems in the world are not bullet-isable", while a Gen Stanley McChrystal, the US commander in Afghanistan is reported as saying "When we understand that slide, we'll have won the war."

By [lauren](#) | Posted in [ideas](#), [pop culture](#), [trends](#) | [Leave a Comment](#)

Industrial Dancing in Kings Cross

28 April, 2010 - 10:24 am

I am a great lover of pop up events - the more unusual the setting, the better!

Now, a pop up dance event called *The Electric Hotel* is coming to Kings Cross gasworks. The action takes place in a four storey temporary structure, which, from the pictures, looks like a block of hotel rooms that have been opened up like a doll's house. The audience will be able to see the "inhabitants" dancing through their "lives".



As well as reminding me of the film classic *Rear Window*, the stunt is rather like an event the excellent HBO TV company created, which went on to win a Cannes Lion. They projected a film onto the the side of a building in New York, which made it look like an opened out apartment block and a series of interwoven stories were played out. The campaign was further extended into social media. All this was designed to show how HBO dramas employ great storytelling and enable the viewer to see worlds they may not ordinarily have access to, as has been the case with the likes of *The Sopranos*, *The Corner* and *The Wire*.

As for The Electric Hotel itself, it runs from the 2nd - 19th June: maybe something to spend our cultural allowances on....<http://www.sadlerswells.com/show/Electric-Hotel>

By *lauren* | Posted in *ideas* | [Leave a Comment](#)

The countdown has begun!

26 April, 2010 - 10:45 am





With the domestic season almost over, friends and family of those who love the beautiful game may be hoping for some respite from all the “constant” football. Unfortunately, I have to tell you, the end of the Premier League season merely paves the way for the build-up to the greatest football tournament on Earth.

That’s right! The World Cup begins in about 2 months and to kick things off here are 5 of my favourite football (mostly Nike) advertisements to grace our screens:

Take it to the next level

Directed by Guy Ritchie. ‘nuff’ said.

Fernando Torres No.9

Uno, dos...Torres?

Brazil VS Portugal “Olé”

Featuring an extremely catchy Perry Como tune.

Ronaldinho crossbar challenge

That famous viral, was it real or fake?

Pepsi in the Manchester United dressing room

All the back way from 1999.

46 days to go and counting...

By [Daniel Gilroy](#) | *Posted in pop culture, trends* | *Tags: Football, Football advertising, Nike, South Africa, World Cup* | [Leave a Comment](#)